TWELVE MONTH TREND REPORT - AS OF NOVEMBER 1983

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	NOV	% CHG	NOV	% CHG	NOV	% CHG	NOV	% CHG
TOTAL	3.7	4.6	1.9	3.4	64.9	0.3	52.8	3.5	$ 51.65	3.6	$ 78.62	2.8
REGION:												
Northeast	6.9	7.1	6.6	6.6	68.6	2.1	39.2	3.4	$ 71.87	6.2	$109.79	6.1
Southeast	10.9	13.8	4.7	10.1	69.5	7.6	87.5	3.9	51.15	3.6	77.77	0.9
North Central	5.6	7.0	3.1	5.7	60.6	3.2	39.4	-1.5	40.84	3.5	65.81	2.2
South Central	-8.4	-8.6	-7.9	-9.3	59.8	-8.8	40.6	0.5	47.10	-0.8	70.30	-0.5
West	5.9	6.8	4.1	4.7	69.0	-0.4	53.4	0.6	51.09	6.2	75.09	5.4
AFFILIATION:												
Chain	3.8	4.6	2.0	4.1	65.7	-0.2	49.9	4.2	$ 50.93	3.7	$ 76.03	3.0
Independent	3.4	4.6	1.7	1.1	61.7	1.6	63.6	1.8	54.67	3.1	89.43	1.9
LOCATION:												
Center City	3.2	3.6	2.1	3.7	62.7	-0.2	43.1	1.7	$ 64.64	3.8	$100.19	3.4
Suburban	-0.7	-0.3	-1.3	-1.6	63.8	-1.8	42.1	3.4	45.21	1.1	69.60	0.7
Highway	8.7	9.5	6.0	10.5	65.9	1.2	65.5	7.9	36.12	6.1	48.48	5.4
Airport	1.6	1.9	1.1	0.3	68.1	-0.3	31.5	-3.4	47.91	1.8	74.89	1.5
Resort	7.0	9.5	2.7	4.8	67.2	2.9	99.5	1.9	61.42	5.5	98.36	3.1
SIZE:												
Under 150 Rooms	2.7	3.3	0.7	1.7	64.1	-1.7	58.9	2.3	$ 35.43	4.9	$ 47.18	4.3
150 to 300 Rooms	2.1	3.2	0.1	-0.2	64.7	0.3	47.2	1.7	45.67	2.6	69.62	1.5
300 to 600 Rooms	1.6	2.3	0.2	2.2	62.9	-1.1	54.6	3.4	58.95	2.1	93.42	1.4
Over 600 Rooms	7.8	8.7	5.9	7.5	68.2	3.5	54.3	7.1	71.90	3.4	112.96	2.5
TYPE:												
Hotel	3.1	3.8	1.8	2.6	64.3	-0.3	47.7	2.4	$ 63.65	3.5	$103.29	2.8
Motor Hotel	5.4	6.3	2.5	6.8	66.3	1.1	60.0	5.1	42.40	3.7	59.45	2.8
Economy	2.3	2.6	2.2	-13.5	62.3	-0.5	54.4	1.5	26.61	4.8	27.70	4.4

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF NOVEMBER 1983

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	% CHG
TOTAL	$30.61	$30.03	$ 8.67	$ 8.30	0.33	0.34	0.22	0.22	43.8	43.2	$ 5.43	$ 5.16	-1.3
REGION:													
Northeast	$37.17	$34.88	$10.69	$ 9.91	0.31	0.32	0.20	0.21	48.1	47.9	$ 7.55	$ 7.07	-0.1
Southeast	27.47	26.23	8.59	8.30	0.34	0.34	0.22	0.22	39.7	39.6	5.02	4.89	2.0
North Central	32.24	31.25	7.36	7.20	0.35	0.35	0.22	0.23	42.2	42.2	4.18	4.11	1.9
South Central	25.65	27.85	8.14	8.02	0.35	0.35	0.22	0.22	42.7	40.8	5.04	4.74	-8.5
West	33.50	32.18	8.81	8.23	0.33	0.34	0.22	0.22	46.8	46.1	5.39	4.98	-0.8
AFFILIATION:													
Chain	$28.11	$27.55	$ 8.50	$ 8.14	0.33	0.33	0.21	0.21	43.4	42.8	$ 5.40	$ 5.14	-1.5
Independent	41.79	41.09	9.12	8.75	0.35	0.35	0.23	0.23	45.3	44.3	5.50	5.22	-0.9
LOCATION:													
Center City	$34.68	$33.95	$ 9.81	$ 9.29	0.32	0.32	0.20	0.21	47.3	46.2	$ 6.60	$ 6.12	-2.4
Suburban	27.54	27.90	7.64	7.51	0.35	0.35	0.23	0.23	41.0	40.0	4.51	4.38	-2.7
Highway	20.85	19.67	6.42	6.17	0.36	0.37	0.23	0.23	39.0	39.6	3.37	3.40	5.6
Airport	27.58	27.26	7.65	7.31	0.35	0.35	0.23	0.23	41.8	42.2	4.64	4.53	-1.7
Resort	38.83	37.82	9.48	8.99	0.34	0.35	0.22	0.22	40.0	39.6	5.23	4.98	-1.1
SIZE:													
Under 150 Rooms	$28.05	$27.86	$ 6.98	$ 6.64	0.39	0.39	0.24	0.25	38.5	38.6	$ 3.68	$ 3.58	-2.3
150 to 300 Rooms	25.36	25.33	7.27	6.96	0.35	0.36	0.23	0.23	42.2	41.9	4.33	4.17	-2.6
300 to 600 Rooms	32.16	32.10	8.81	8.50	0.33	0.33	0.22	0.22	46.0	45.3	5.66	5.41	-2.4
Over 600 Rooms	38.10	35.99	11.04	10.62	0.31	0.31	0.19	0.19	44.6	43.5	7.17	6.78	2.1
TYPE:													
Hotel	$36.94	$36.30	$ 9.33	$ 8.92	0.33	0.33	0.21	0.22	44.9	44.0	$ 5.99	$ 5.63	-2.0
Motor Hotel	20.88	20.38	6.88	6.59	0.36	0.37	0.23	0.23	40.2	40.3	3.97	3.89	0.6

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NATIONAL TREND OF BUSINESS
Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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DECEMBER 1983 COMPARED WITH DECEMBER 1982

OCCUPANCIES UP 0.6 PERCENT FOR 1983; ROOM SALES RISE ONLY 3.7 PERCENT

The occupancy rate for 1983 was 65.2 percent, a 0.6 percent rise from 1982. This is the first time since 1979 that the U. S. lodging industry has reported year-end increases in occupancy when compared to the preceding year's figures. However, there were sharp contrasts between the various regional sectors in the lodging industry. Properties reporting from the Southeast experienced the largest increases, while properties located in the Northeast and North Central areas reported moderate increases. The difficulties faced by hoteliers in the South Central region is shown by the reported year-end occupancy of 59.8 percent, almost 8 percent below 1982 levels. The average room rate for properties in that region was also below 1982 levels, causing total sales to drop by over 7 percent for 1983.

The December U. S. occupancy rate was 50.4 percent, 1.8 percent above December 1982, but slightly below the levels we had anticipated. This was partially attributable to the severe winter weather experienced by the country, especially during December. Nevertheless, December was still a very positive month for the lodging industry as sales in every department were considerably higher than the previous December. Room sales per occupied room reached $52.20, up 5.4 percent from December 1982.

From all indications we expect continued economic growth during 1984, thereby sustaining the growth trend in the lodging industry. For the year, we predict occupancies to increase 3.5 percent and total sales to rise approximately 8 to 10 percent.

		Projections	Actual Last Year
February	1984	66-68%	64.4%
March	1984	71-73%	70.0%
April	1984	68-70%	67.3%

SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	67.7%	2.0%
AFFILIATION:		
Chain	68.7	3.9
Independent	68.0	1.2
AREA:		
Northeast	75.8	2.8
Southeast	66.4	– 3.8
North Central	68.5	4.6
South Central	60.9	1.7
West	65.7	– 2.4
LOCATION:		
Center City	64.9	1.9
Suburban	67.6	4.2
Highway	68.3	– 4.1
Airport	69.7	– 1.7
Resort	65.9	– 2.
SIZE:		
Under 150 rooms	65.8	.3
150 to 299 rooms	67.6	1.2
300 to 600 rooms	63.3	2.3
Over 600 rooms	72.8	7.2
TYPE:		
Hotel	66.6	2.8
Motor Hotel	67.6	.6
Economy	67.1	– 6.2

* FROM PREVIOUS MONTH

Randell A. Smith, Associate Director
Marsha Cassidy, Research Associate
Research and Development

TREND REPORT DECEMBER 1983 COMPARED WITH DECEMBER 1982

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	DEC	% CHG	DEC	% CHG	DEC	% CHG	DEC	% CHG
TOTAL	6.6	7.8	4.5	5.8	50.4	1.8	52.0	-2.6	$ 52.20	5.4	$ 86.64	4.2
REGION:												
Northeast	9.3	10.5	7.0	9.6	59.9	6.2	40.2	3.9	$ 78.14	6.6	$128.34	5.4
Southeast	2.5	2.7	1.6	4.2	52.8	-3.6	82.4	-3.9	49.62	6.1	82.27	5.8
North Central	13.9	17.9	8.0	20.2	45.9	9.8	36.1	-1.6	41.05	6.8	72.90	3.1
South Central	2.2	4.1	-0.4	-2.3	45.1	0.7	36.1	-13.0	44.64	1.5	73.16	-0.4
West	11.0	12.0	9.5	9.0	52.1	4.4	52.3	13.9	51.87	7.6	85.36	6.6
AFFILIATION:												
Chain	6.2	7.6	4.3	2.9	50.9	2.0	49.0	-2.0	$ 52.02	5.4	$ 84.93	4.0
Independent	7.8	8.8	5.3	13.7	48.7	1.9	61.9	-4.3	52.91	5.7	93.11	4.8
LOCATION:												
Center City	6.6	8.2	4.0	7.3	49.1	2.3	42.8	-1.6	$ 66.01	5.9	$113.71	4.3
Suburban	6.9	10.0	1.9	3.7	48.5	5.0	41.6	4.8	42.81	4.0	69.05	1.0
Highway	7.6	7.9	8.1	-2.7	52.2	1.6	59.3	-6.8	36.36	5.0	51.73	4.7
Airport	5.0	6.5	5.0	-18.6	54.9	2.6	30.0	7.5	45.53	4.0	73.80	2.5
Resort	6.5	6.0	5.8	13.2	49.7	-2.9	95.8	-5.7	60.47	8.6	106.99	9.2
SIZE:												
Under 150 Rooms	6.9	7.8	4.8	8.3	49.6	4.0	61.9	--	$ 36.56	2.7	$ 52.23	1.8
150 to 300 Rooms	7.0	8.9	4.1	2.6	49.6	2.7	46.7	-7.0	44.86	5.1	72.73	3.2
300 to 600 Rooms	4.3	4.0	4.2	8.8	47.4	-	50.1	-6.5	56.00	3.9	97.86	4.2
Over 600 Rooms	7.7	9.6	5.0	6.1	55.8	0.4	55.0	3.2	73.59	9.6	127.31	7.7
TYPE:												
Hotel	6.6	7.4	5.2	8.0	50.5	1.0	48.5	1.9	$ 64.01	5.7	$115.51	4.9
Motor Hotel	6.7	9.1	2.2	-2.3	50.2	2.4	56.6	-6.9	40.52	5.8	58.41	3.5
*Economy	3.7	4.3	-2.6	-1.9	51.3	6.2	60.7	-15.6	32.47	2.0	35.79	1.4

\- NO CHANGE

* Economy data is based on a sample of properties taken from the National Trend of Business in the Economy Lodging Industry.

YEAR TO DATE TREND REPORT - AS OF DECEMBER 1983

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	DEC	% CHG	DEC	% CHG	DEC	% CHG	DEC	% CHG
TOTAL	4.2	5.1	2.4	3.8	65.2	0.6	52.9	3.1	$ 51.90	3.7	$ 78.86	2.9
REGION:												
Northeast	7.6	7.8	7.0	7.4	69.5	3.0	39.4	3.1	$ 72.17	6.3	$109.74	6.1
Southeast	10.0	12.8	4.3	9.1	69.2	6.5	87.1	3.1	51.35	3.9	78.29	1.3
North Central	6.4	7.8	3.9	6.7	61.7	3.9	39.3	-1.8	41.32	3.5	66.39	2.2
South Central	-7.4	-7.5	-6.9	-8.2	59.8	-7.9	40.4	-	47.15	-0.8	70.26	-0.6
West	6.7	7.6	4.8	4.6	69.0	0.3	53.5	1.1	51.41	6.3	75.41	5.5
AFFILIATION:												
Chain	4.3	5.1	2.4	4.3	66.1	0.5	50.0	3.7	$ 51.21	3.8	$ 76.37	3.1
Independent	3.9	5.1	2.2	2.1	62.0	2.0	63.7	1.3	54.75	3.1	89.14	2.0
LOCATION:												
Center City	3.8	4.3	2.7	4.2	63.1	0.5	43.2	1.4	$ 64.71	3.9	$100.13	3.5
Suburban	0.2	0.7	-0.6	-0.8	64.3	-0.9	42.4	3.7	45.31	1.1	69.17	0.7
Highway	9.0	9.7	6.4	10.2	66.6	1.5	65.2	7.1	36.45	6.0	48.86	5.3
Airport	2.2	2.6	1.7	-0.7	68.3	0.1	31.4	-3.7	47.96	1.9	74.76	1.5
Resort	6.6	9.0	2.5	5.4	66.8	2.1	99.2	1.3	61.92	6.0	99.54	3.6
SIZE:												
Under 150 Rooms	3.0	3.6	0.9	2.4	64.9	-1.1	59.2	2.1	$ 35.69	4.6	$ 47.36	4.0
150 to 300 Rooms	2.8	3.9	0.7	0.6	64.9	0.9	47.5	0.8	45.62	2.8	69.18	1.7
300 to 600 Rooms	2.1	2.7	0.7	2.5	63.1	-0.6	54.6	2.8	58.98	2.3	93.18	1.6
Over 600 Rooms	8.1	9.1	6.2	7.5	68.6	3.6	54.4	6.5	72.19	3.9	113.41	3.0
TYPE:												
Hotel	3.6	4.3	2.3	3.2	64.6	-	47.8	2.1	$ 63.82	3.7	$103.50	3.0
Motor Hotel	5.7	6.8	2.5	6.5	66.5	1.5	60.0	4.2	42.44	3.9	59.17	2.8
Economy	2.8	3.2	1.6	-14.1	63.4	0.8	55.3	1.5	27.24	4.4	28.41	4.0

- NO CHANGE

FOOD AND BEVERAGE REPORT - DECEMBER 1983 COMPARED WITH DECEMBER 1982

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	% CHG
TOTAL	$37.95	$36.31	$10.61	$10.16	0.33	0.33	0.21	0.21	43.4	43.2	$ 6.92	$ 6.63	0.5
REGION:													
Northeast	$52.45	$49.03	$15.34	$14.23	0.27	0.28	0.18	0.19	45.6	45.6	$ 10.12	$ 9.48	-1.7
Southeast	32.18	31.67	9.54	9.29	0.35	0.35	0.23	0.22	38.5	37.7	6.24	5.95	-2.1
North Central	35.98	33.31	9.51	9.06	0.37	0.37	0.22	0.23	41.0	41.3	5.55	5.40	6.4
South Central	32.81	32.94	9.06	9.00	0.35	0.35	0.22	0.22	44.8	44.7	5.91	5.84	1.5
West	42.75	39.02	10.38	9.71	0.34	0.33	0.21	0.21	47.6	47.8	6.75	6.26	0.8
AFFILIATION:													
Chain	$35.14	$33.70	$10.80	$10.37	0.32	0.32	0.21	0.21	44.5	44.2	$ 7.14	$ 6.88	1.0
Independent	51.20	48.61	9.85	9.35	0.36	0.36	0.23	0.24	38.9	39.0	5.86	5.47	-1.2
LOCATION:													
Center City	$49.24	$47.34	$12.95	$12.29	0.30	0.30	0.20	0.20	46.6	46.3	$ 8.64	$ 8.12	-1.3
Suburban	30.74	30.17	8.71	8.72	0.36	0.35	0.22	0.21	39.8	39.3	4.99	5.09	4.5
Highway	22.10	20.45	6.93	6.58	0.37	0.37	0.25	0.24	41.3	41.3	3.98	3.75	1.8
Airport	29.87	28.45	9.46	9.00	0.35	0.35	0.22	0.22	41.5	41.1	5.87	5.65	2.1
Resort	44.00	41.58	9.33	8.79	0.36	0.37	0.23	0.23	36.3	36.7	5.74	5.51	-0.2
SIZE:													
Under 150 Rooms	$29.85	$28.47	$ 6.77	$ 6.66	0.40	0.39	0.27	0.27	43.1	41.4	$ 4.09	$ 3.91	-0.2
150 to 300 Rooms	29.58	28.40	8.11	7.83	0.36	0.37	0.23	0.22	42.3	42.2	4.80	4.71	2.3
300 to 600 Rooms	40.38	38.76	11.04	10.43	0.33	0.33	0.21	0.21	47.6	48.3	7.52	7.21	-1.2
Over 600 Rooms	52.29	49.81	14.36	13.73	0.30	0.30	0.19	0.19	41.3	40.7	9.75	9.14	0.5
TYPE:													
Hotel	$48.39	$45.98	$11.84	$11.23	0.32	0.32	0.20	0.21	43.6	43.8	$ 7.81	$ 7.43	-0.4
Motor Hotel	23.02	22.52	7.20	7.12	0.38	0.38	0.23	0.23	42.4	40.7	4.51	4.35	3.1

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF DECEMBER 1983

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	% CHG
TOTAL	$30.42	$29.71	$ 8.68	$ 8.31	0.33	0.34	0.22	0.22	43.9	43.4	$ 5.47	$ 5.22	-0.8
REGION:													
Northeast	$36.95	$34.54	$10.74	$ 9.95	0.31	0.32	0.20	0.20	48.2	48.1	$ 7.60	$ 7.15	-
Southeast	27.56	26.43	8.62	8.36	0.34	0.34	0.22	0.22	39.4	39.3	5.07	4.96	1.9
North Central	31.75	30.56	7.41	7.23	0.35	0.35	0.22	0.23	42.3	42.3	4.25	4.16	2.4
South Central	25.51	27.41	8.11	8.00	0.35	0.35	0.23	0.22	43.1	41.5	5.06	4.80	-7.3
West	33.47	31.93	8.81	8.24	0.34	0.34	0.21	0.22	47.5	46.9	5.45	5.04	-0.3
AFFILIATION:													
Chain	$27.95	$27.29	$ 8.54	$ 8.17	0.33	0.33	0.21	0.21	43.5	43.1	$ 5.46	$ 5.22	-0.9
Independent	41.43	40.53	9.10	8.72	0.35	0.36	0.23	0.23	45.1	44.3	5.49	5.23	-0.6
LOCATION:													
Center City	$34.58	$33.68	$ 9.85	$ 9.34	0.32	0.32	0.20	0.21	47.4	46.5	$ 6.67	$ 6.21	-1.8
Suburban	26.86	27.03	7.61	7.49	0.35	0.35	0.23	0.23	41.2	40.4	4.52	4.43	-1.8
Highway	20.55	19.31	6.39	6.14	0.36	0.37	0.23	0.23	39.4	40.1	3.38	3.41	5.7
Airport	27.44	26.97	7.73	7.35	0.35	0.35	0.23	0.23	41.8	42.2	4.68	4.57	-1.4
Resort	39.12	38.16	9.46	8.99	0.34	0.35	0.22	0.22	39.6	39.2	5.25	5.01	-1.1
SIZE:													
Under 150 Rooms	$27.80	$27.56	$ 6.86	$ 6.54	0.39	0.39	0.25	0.25	38.9	38.9	$ 3.64	$ 3.54	-1.9
150 to 300 Rooms	25.09	24.93	7.28	6.97	0.35	0.36	0.23	0.23	42.4	42.3	4.35	4.20	-2.0
300 to 600 Rooms	31.90	31.67	8.85	8.54	0.33	0.33	0.22	0.22	46.2	45.8	5.73	5.51	-1.9
Over 600 Rooms	38.27	36.05	11.09	10.68	0.31	0.31	0.19	0.19	44.3	43.4	7.23	6.87	2.6
TYPE:													
Hotel	$36.88	$36.03	$ 9.38	$ 8.97	0.33	0.33	0.21	0.22	44.9	44.2	$ 6.06	$ 5.72	-1.5
Motor Hotel	20.53	20.04	6.81	6.55	0.37	0.37	0.23	0.23	40.4	40.5	3.95	3.88	0.9

- NO CHANGE